**DEMAND**

**REASONS FOR PRICE**

* **Law of Demand**
* **Affordable**

**FLOW ON EFFECTS**

* **Willing and able to buy more / less**
* **May save more / spend more**
* **Look at buying something else**

**REASONS FOR NON - PRICE**

* **Able to afford more / less at EACH PRICE**
* **Relationship – SUBSTITUTE or COMPLEMENT explain**

**FLOW ON EFFECTS**

* **Savings – increase / decrease**
* **Switch to other products**